

**Public Health Data Standards Consortium
Web-Based Resource Center/ Lewin Call
December 12, 2002, 3:00 PM ET**

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WRC Workgroup Members:

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Vivian Alden

I. Discuss the three different looks for the home page of the Web-based Resource Center.

Allen presented the three prototypes (artist concepts) for the home page. #1 demonstrates a main navigation menu and an area for announcements and a user survey. #2 has more graphics and shows another look for the top bar. #3 is an attempt by the artist to offer a more plain appearance. Each has a big region for announcements and navigation links on the right side of the page. Sub pages to the home page will need a minimal or smaller graphic element to tie the site together. The PHDSC logo does not work well for secondary pages because the words become obscure when the size is reduced. Members suggested that the swirl could be used with the US map and PHDSC but without the other words. Use of that would brand the site and repeat the image from page to page. The PHDSC logo looks best on a white background.

Discussion focused around what was visually appealing and not appealing about various aspects of the home page:

Banner –

- #2 looks too blue
- Would like the color from #1 put on the banner type for #2
- Stretch out the color from #1 and remove the graphics
- Likes the pictures on the banner to replace all those words
- #1 made person want to stay on the site
- Light blue color implies digital equipment and technology
- Circles imply sound
- #1 looks techie
- No defenders for #3
- #2 banner looks too heavy
- Could do a gradation from white to light blue on the right
- Take out welcome and use bigger fonts

Pictures

- #1 First and third image are good but not middle one
- Likes #2 because it has more graphics
- #2 looks like a richer site
- Likes little boy and senior citizen from #1
- Doesn't like the older man from #1
- Middle picture from #1 to represent PH officials is boring

- Like lady in white coat from #1 and child with baby
- #1 pictures are head shots while #2 pictures are active
- Need diverse, multicultural, mixed gender and age.
- Four pictures on #1 could be stacked but could look crowded
- Pictures welcome you to the site
- Keep pictures to the banner

Bullets

- #2 bullets in yellow tie the site to the logo

Announcements and Survey

- Separate announcements from the survey
- Cartoon character needs to be smiling to attract to the survey

SSS will look through their graphics library and make some further suggestions to the workgroup. They will also try to incorporate these suggestions into a composite look.

II. Discuss the different looks for the combined Products #2 & #3

Jed and Allen presented the proposal to combine Products #2 and #3. The workgroup had had concerns about not enough examples and ways to tie people to various other sites. This new proposal is a method to achieve that goal, although some parts of the site are not working at this time. One example uses a mouse-over of a graphic that makes that graphic bigger; another uses a pop-up box to provide additional material when the user moves into that area. Members have some concerns that the pop-up and mouse-over are harder to use and that the classic click puts the user in more control. The user must deal with the pop-up information before moving on to read the rest of the information. The site could be set so that the pop-up information comes up the first time but must be clicked for future times. If people disable cookies on their machines, they will get the pop-up every time. Members were also concerned that if users click to see more information that they will be returned to the original site. The click option will launch a new copy of the user's browser. If the user closes the new page, they will be back to the original page. With this feature we can treat all external sites this way.

PHDSC tutorial

Christina discussed the tutorial. Lewin is proposing ten modules. In the first screen, the user will be allowed to determine their level of usership. The proposal before the group is the basic version, and three modules will be annotated for the basic user. Sophisticated users might access other

modules that are annotated. The system reorders the choices. Tom suggested that there is lots of material on this site that will have different levels of complexity. Can we indicate this complexity with a grade scale that users can get accustomed to? It was suggested that we could use a grade scale of 1-5 or colors that help the user to determine the scale of complexity. All site elements should be available to all users, but the tutorial could direct the user to complexity levels within just the tutorial. It would be very difficult to attempt to apply the complexity scale to all elements posted to the site—particularly as new elements are added more frequently. Each page will use its own graphics and navigation particular to the article on the page. Bullets within that product will be ones that can be linked. Bullets will all have basically the same appearance. All blue elements will be links. It was also suggested that links should be underlined for those that may be colorblind.

Lewin/SSS will make changes as suggested by this group and will post them to the web site. RAD sessions will continue through December 30, but some changes may be made after that. The initial concept will be posted by the end of December for comment from the group.

III. Discuss Product #6, "Getting Around a Standard Development Organization (a.k.a., Health Data Standards 101)."

Suzie authored this product and is seeking comments from the workgroup. Bob K commented that he doesn't have a good sense of what the standards are and suggested more explanation of ASC X12N in the context of data collection with one or two examples. How would data look under this standard and what would a data collection form look in the X12 standard? Marjorie commented that the product does not make it clear why a separate guide was necessary to create. Perhaps this would coordinate with what Bob K is suggesting. Messaging standards and content standards are complex issues, but we are trying to make the complexity of standards available to users. Perhaps this additional information could be in attachments. Glossary C, the annotated bibliography and the description of standards, could be linked from this product so the user could be taken to the other web sites or the tutorial. Some of this work was done by the contract with NAHDO and is on the NAHDO website. There is no need to duplicate this same information. This product explains the process, but the other information will be available on other sites. The NAHDO information will migrate to this site in phase two, but the link will be available in this contract. The product can include additional information about why specific data elements were not available in the HIPAA guide and why the HIPAA guide will not meet our business need. This will demonstrate the value of PHDSC since we must gather information that is not available in a standard

HIPAA claim. This product will help people understand the work necessary to develop standards that are for their use. Bob D suggested that the site should encourage people to use the guide, but also should market the consortium. This is where the Consortium can help them by supplying experts to guide efforts to accomplish our public health goals. This information will also help the migration to a not-for-profit corporation by demonstrating that there are existing systems that can provide a value added element in these tight budget times.

IV. Logistics

Workgroup members are to review upcoming dates prior to the next WRC WG conference call in January.

Action Items:

- Lewin/SSS to send out new prototypes incorporating the suggestions of this group by the end of December.
- Michelle to send out a copy of the Reporting Guide
- Comments regarding product #6 to Suzie or to the listserve
- SSS to notify the listserve when new products are available for review
- Workgroups to continue to make comments regarding the web site design to Natalie and Allen.
- All comments to be sent by January 6 for discussion on next call.

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